

The

January, 1963

FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.

1963 FAA Membership Roster

F/A Panorama...

NEW TECHNIQUE FOR DOME CONSTRUCTION

Use of thin-shell, sprayed concrete domes isn't particularly novel, but a method of constructing such domes made construction news not so long ago. Developed by a Chicago engineer, the unusual technique utilizes vinyl-coated fabric as a form, high-tensile steel wires as reinforcing. And the concrete is sprayed on the **underside** of the form. The secret is this: The fabric form is attached to the walls with an airtight seal; steel strands are attached to its underside and anchored to the walls; and the assembly is inflated to a pressure of 30 to 40 lb. per sq. ft., thus tensioning the strands and providing support for wet concrete. This is sprayed until wires are buried and the inflation pressure held until the concrete sets, thus creating prestressing in the concrete when pressure is released . . . The new method is said to be adaptable to virtually any architectural form of roof; and relatively inexpensive as well—since the coated fabric forms the finished roof surface and intricate form construction is eliminated. In one recent construction of a 100-ft. span, the total roof cost was substantially under \$2 per sq. ft.

NEW HOPE FOR POOR OLD DOWNTOWN . . .

If the experience of Tacoma, Washington, is any indication, moving sidewalks for pedestrian shoppers may prove to be the miracle drug needed to cure the economic sickness of many a city's rundown CBD. There, four moving walks—or "speedramps"—in the heart of its downtown business district have proven so successful that four more are being installed. Downtown pedestrian traffic volume has already increased about 40 percent, according to David D. Rowland, Tacoma city manager. . . . Apparently the idea is catching on officially. More than 20 of the moving walks have been recommended by planners as a key measure in the renovation proposal for downtown Indianapolis.

COULD THIS WORK IN FLORIDA . . . ?

A "Draftsmen's Exchange" plan, originated by the New York employment firm of Stitt, Fineman, is, according to the New York "Oculus," "of considerable advantage to the profession." It works like this: If your office slows down, your trained and valued personnel can be temporarily assigned to other, busier, offices requiring extra help—which then assume the salary payments until you need the men. If you get extra busy, skilled men are made available to you on the same basis. Employee benefits of all types remain intact—and the cost is 10 percent of weekly salaries—paid only by employers needing extra, temporary help. . . . For employers it eliminates the need for permanently breaking up a trained office organization, on one hand; and of excessive overtime expense, on the other. For employees it tends to assure more continuous employment and overall security.

JUST KEEP ON SAWING WOOD . . .

As at every year's-end, every publication was deluged with huge and detailed releases anent the prospects for 1963. Some came from economists. Some were the pronouncements of high-ranking executives—nothing much lower than a first vice president. Some were the results of "surveys." Some were "analyses"—usually written by a P/R department scribe for a golf-playing president. All were full of figures, of comparisons, of percentages, of wonderful vagaries such as " . . . it seems reasonable to hope that . . . !" And all of them came to the same basic conclusion: This country is still in business. It is growing. It needs what the construction industry and the architectural profession offers. It needs this so much that next year architects and builders will be a bit busier than this year. Nothing spectacular. But good and healthy. So . . . just keep on sawing wood!

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JANUARY, 1963

The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE FLORIDA ARCHITECT



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Revisions Proposed This Year To

The Architects' Law



The so-called Architects' Law—Chapter 467 of the Florida Statutes—has been re-drafted in a somewhat different format. The draft contains a number of changes from the existing statute. It has been sent to all FAA Chapters for comment; and in final form will be submitted for passage into law to the 1963 Legislature. . . . In this article BARNARD W. HARTMAN, a member of the FAA Government Relations Committee from Florida Northwest Chapter, analyzes the purpose and nature of the changes.

Recently, there has been much public soul-searching and discussion of the myriad problems spawned or nurtured by the rapidly-moving urban sprawl, central city decay, poor or non-existent community - planning, ugly architecture and other unpleasant realities of our rapidly-changing, constantly more complicated environment. Undoubtedly, these and related enigmas will continue to plague us far into the future as we struggle to meet the challenge of providing the most desirable atmosphere in which to live while trying to accommodate the population explosion so typical of metropolitan development. It is generally accepted that varied educational backgrounds and experiences are vitally necessary attributes among those seeking the best solutions to these perplexing problems.

Nearly all agree that the architect, by nature of his training and experience, is the one individual ordinarily best suited to co-ordinate the activities of, and provide leadership, direction and inspiration for, the urban planning team. The architect's primary training, emphasizing careful research, critical analysis and creative, flexible synthesis, certainly should provide him with the basic educational tools necessary to fulfilling this supreme social responsibility. Individually, and in team efforts, many of us are already seeking ways in which to better serve our communities, but

we all must continually strive to double and re-double these endeavors. No one should know better than the dedicated architect the immense economic and esthetic values deriving from thoughtful, thorough and competent planning.

Lately, within the architectural profession much has been said of providing more "comprehensive services" and increasing our contribution to the development of the future world in which we and our descendants shall live. Every vacuum inevitably invites intrusion and the present tendency favors dominance of the forces dedicated primarily to pursuit of the dollar, thereby leaving many unsolved problems for our already overburdened society to cope with. In my opinion, we architects have a definite responsibility here and should voluntarily fill this void to help meet the needs of our expanding society. Although it should not motivate our action, we cannot help but observe that—should this need be neglected—we can expect to find the hands of big government laid further upon this sector of our lives with the avowed intention of "promoting the public welfare." Experience has taught us, however, that the best results are almost inevitably achieved by well-informed, free men working enthusiastically at a labor of love.

Along with the difficulties arising out of the mad rush to urbanization,

we are confronted with other inter-related phenomena—the apparently irreversible trends toward higher educational levels and specialization, both natural outgrowths of our increasingly complex society and our scientific and technological progress. Although specialization implies increased proficiency, the present inclination toward fragmentation of responsibilities can easily result in chaos unless there are strong cohesive forces active. The architectural profession can, and should, fulfill this need.

The emphasis upon specialization in professional engineering, for example, is clearly indicated by the licensing statutes in California, for example, where one is separately examined and separately licensed to practice within specific, individual areas of competency, such as civil engineering, structural engineering, mechanical engineering, etc. In California, too, building contracting and subcontracting are similarly subdivided into their logical components and *minimum standards* of competence and performance promoted by state examination and licensing. General contractors are sub-classified so that the individual licensee is restrained from undertaking a job beyond his capability as evidenced by examination.

Although such specialized examination and licensing requirements cer-

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THE FLORIDA ARCHITECT

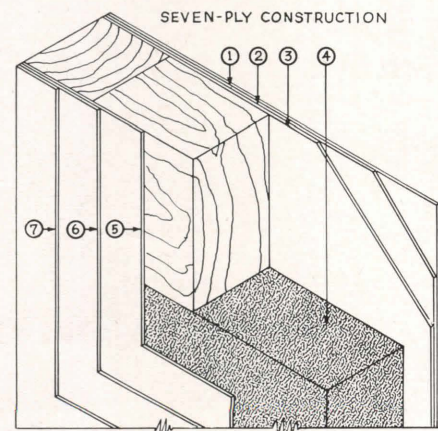
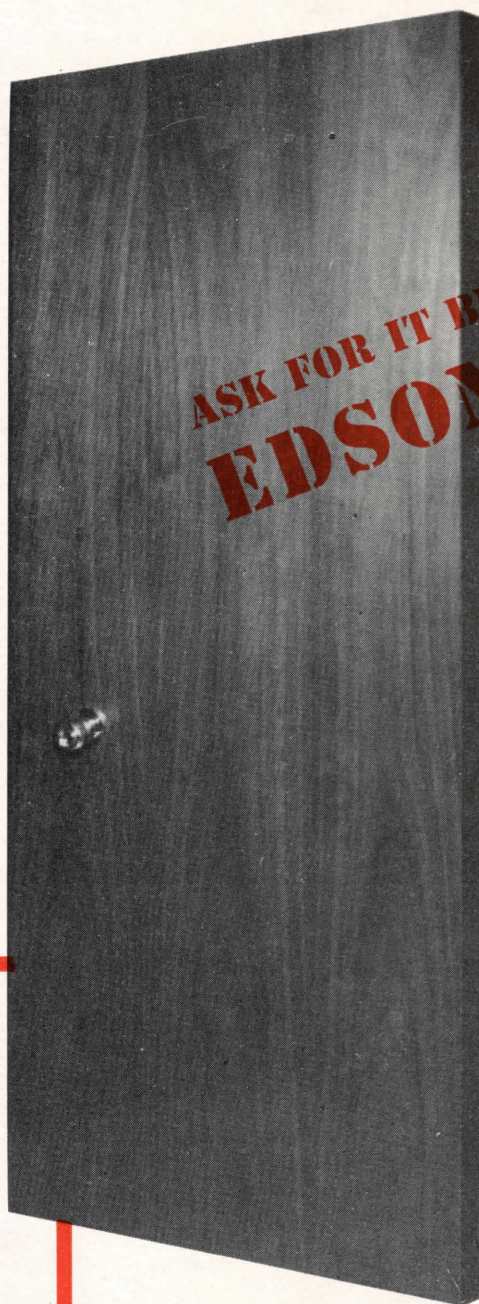
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Law Revisions . . .

(Continued from Page 4)

tainly encourage a higher level of proficiency and performance, they are merely a part of the effort which should be directed at the desirable goal—but impossible task—of insuring “perfection.” Coupled with continuing programs directed at professional self-education, and an apparently irreversible trend toward ever higher jury awards in civil cases of negligence and malpractice, they will inevitably lead, however, to more responsible practice by the inadequately-motivated minority of licensed practitioners who are not yet fully aware of their implied and statutory obligations.

A number of states already have legislation affecting the professional practice of landscape architecture. Presumably, the day will come when the professional practice of interior design and decoration will also be regulated by the state. In effect then, the entire field of design for human environment will be, to some extent, compartmented and controlled. This organization and control will be effected either with or without our pro-

fession's efforts and guidance, as we choose. It should take little imagination then to see that here is a wonderful opportunity for us to be of great service to our country in providing the requisite leadership and co-ordination. Realizing this, the Florida State Board of Architecture and those architects active in the effort to increase our professional responsibility and stature have wisely chosen to face this challenge squarely.

In the upcoming legislative session there will be entered, for consideration, a completely revised edition of the so-called Architects' Law of Florida—Chapter 467 of the Florida Statutes, 1955, as amended. As the first step toward the ultimate desirable goal of co-ordinated and integrated management of the entire complex of skills reflected in the various components of total design for human environment, the proposed new statute includes regulation of the practice of landscape architecture. Otherwise, the intent and content of the new statute remain substantially unchanged. The following brief summary and analysis of the first draft make note of those changes which are significant.


Section 467.01 establishes the State Board of Architecture as being comprised of five architects and two landscape architects. It further provides for qualifications of Board appointees and their terms of office.

Sections 467.02 through 467.07 define the Board's organization, establishment of rules, regulations and duties. Board members' per diem compensation will be raised to an equitable level.

Section 467.08 lists the rules governing examination and the requirements for licensing. The holder of an accredited architectural degree will be required to have three (rather than one) years' experience prior to examination with a comparable increase in the experience required of non-graduates. These changes will bring our statute in line with the longstanding recommendations of the NCARB and will, of course, upgrade the level of competence of the newly-licensed architect.

The first paragraph of Section 467.09 lists those conditions under which no license to practice architecture will be required. This merely translates the present law's monetary

(Continued on Page 41)



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A Challenge To Chapters

At the national level the AIA has built a firm and broad base of constructive policy and effective action. . . . It is up to the Chapters to use this base as a foundation for their own local and specialized programs. . . .

By HENRY LYMAN WRIGHT, FAIA

President,
American Institute of Architects



The trade and professional association structure has become an indispensable unit in America's fast moving economy. It is the best means by which the voice of an individual may be raised in concert with others on matters of government and business practices likely to affect him or his methods of operation. It is the best accessible means by which he can achieve communication with his fellows and share experiences for the purpose of improving the climate in which they work.

The American Institute of Architects is regarded by members and laymen alike as one of the Nation's most effective and forceful professional organizations. It possesses the unique characteristics of being unequivocally democratic in the sense that the upper echelon of the organization is completely dominated by the member and the chapter that comprise its foundation. AIA policies and objectives are direct expressions of the interests of its members as these are determined in their chapters and transmitted through their regional directors who function as the Institute's policy-framing structure.

The need for participation at the chapter level is not only essential to the best interests of the local organization, but the only means by which the AIA can fulfill its purpose of enhancing the competence, knowledge, stature and experience of all its members.

Every administration of the officers and directors of the AIA commences its term of office with a determination to continue with the programs

launched by its predecessors. Unlike some organizations that are beset with internal revolutions with every change in administration, AIA is convinced that progress can only be achieved through continuing effort in developing programs for which a need has been indicated by the chapters and their members.

Architectural blemishes in the form of slum areas and ill-considered urban planning are of increasing concern to AIA members in every metropolitan area. Long strides in the direction of achieving better urban design and a recognition of the need for identifying factors responsible for urban development or degradation has already been vigorously expressed in several places. New York architects, for example, faced the problem of overcoming public inertia and sponsored a community conference on esthetic liability appropriately entitled "Who's Responsible for Ugliness?". The conference participants included lending institutions, governmental officials, leaders in civic organizations and members of the press as well as members of the New York Chapter, AIA. The conference concluded with acceptance of the need for a continuing program of rehabilitation and redevelopment and a recognition of the fact that a successful effort could not be directed by politicians alone — that it required the wholehearted and dedicated support of all organizations.

The "New York Experience" and others like it have become case histories in the AIA files, to be shared with chapters engaged in urban research and to act as milestones by

which the AIA directors and staff can guide or assist other chapters in the development of similar activities.

Education of architects is a subject of continuing interest to curricula planners as well as architects and there is an unmistakable need for stronger communications between AIA chapters and educators in every area where schools of architecture exist. The R-17 program of annual teachers' seminars, substantially supported by the Institute, has become a major factor in promoting a better understanding among teachers and practitioners of the scope of architectural education needed to prepare future architects to meet the needs of our profession for an ever expanding practice.

The organization and development of student chapters is the direct responsibility of the Chapter Committees formed for this purpose. The student chapter offers the student architect an early introduction to his professional responsibilities and an insight into what his chosen profession will be like when he graduates. Through chapter support of the annual student forums in Washington, D. C., students have the opportunity to meet well-known architects who are the nation's leaders in architectural practice.

Although the national organization of The American Institute of Architects has become a tremendous force on architectural design, urban planning and national legislative action, the fact still remains that its functions are limited to those it can perform

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We Face New Problems

As Florida's social and economic conditions change, the challenge to architectural leadership in the construction industry becomes even more pointed. . . . To solve the new problems and to grasp the new opportunities that Florida's growth is creating the FAA must move steadily along the lines of its stated objectives. . . .

By ROY M. POOLEY, JR.

President
Florida Association of Architects



There is no question that an urban culture is the fountainhead of architecture. And it is, perhaps, no less true that the architecture produced accurately mirrors the culture from which it sprang. All for the obvious reason that the greater the concentration of people, the greater and the more complex become the requirements for shelter, transportation, services and recreation.

There can also be little question that the State of Florida has developed an international reputation for her urban glitter and her natural charm. A centerline has been passed; and ours is a predominantly urban culture, growing at a dizzy pace and possibly just beginning to accelerate its momentum in defiance of inertia.

A recent report ranks Florida with seven other states which, combined, account for more than half of the construction activity in this nation. Our towns are becoming cities and our cities are becoming great metropolitan centers. Building has become our greatest industry, and we proudly quote figures of many dimensions to cite our growth and our progress. Such booming, vibrant, almost frenzied growth and building is not without problems, not without mistakes — and not without great accomplishments.

Our great accomplishments and our miserable failures will speak with equal eloquence from the platform of history. As the designers of our environ-

ment and as the profession recognized through the centuries as masters of building, we have the inescapable responsibility for the success or failure of the environment being created. It is the task of creating the very best of which we are capable to which we address ourselves.

As architects, we are keenly aware that each brick, each board, each shaft of steel and slab of concrete as well as each growing plant contributes its beauty or its ugliness to the en-

This is the first of a planned series of monthly commentaries by the FAA President during 1963. In them he will discuss the various ways in which FAA activities can contribute to the advancement of the profession and the progress of our State.

vironment we are creating. As planners, we know the folly of ill-conceived plans with blindly limited objectives. As businessmen, we know the tragic wastes of resources which so frequently result from too-short-term economic considerations. But, perhaps most acutely, as artists we know that every man seeks the truth of beauty in his life's experience; and unlike every other art form, ours cannot be ignored. It must be either enjoyed or endured so long as it exists.

We know, as few can, the effect of our buildings on the domestic, social, religious and business life of their occupants. And who can better realize that all the new construction of which we Floridians are so proud is, in fact, the creation of the environment of Floridians for generations to come? Surely we cannot fail to comprehend that this is a matter of greater significance than transient prosperity, more important than paper profits and more vital than an occasional monument.

It is fitting then that the Florida Association of Architects direct itself to the problems, the challenges and the opportunities of Florida's great construction industry. Only in this way can we maintain the position of leadership which enables each of us to perform at his highest capability.

Our objectives are plain and many of our courses are clear. It is the business of our profession to move along those avenues which are available with deliberate speed.

Some of these avenues are related to our public information programs, our educational programs at both student and professional levels, legislation affecting the profession in particular and the construction industry in particular, and the increased effectiveness of our organization as a tool for attaining our objectives. In future issues I expect to discuss some of these issues with you as the time seems appropriate.

Broward County

JACK W. ZIMMER

President

The biggest honor that has come to our Chapter since it was founded in 1950 is the selection of one of our members to be Secretary to the Institute. This office goes to our own Clint Gamble who has long been active in the affairs of the Institute; and I am sure he has the distinction of being the first from the South to receive such recognition. We could not have received such a position without the complete co-operation and hard work of every Chapter in the State and for this we wish to express our sincere thanks.

As I look back over the past year's activity, I'm very grateful to note many areas where considerable progress has been made. We have increased our membership with some transfers, some new corporate members and associate members, and have accepted one honorary associate member. Our Membership Committee has promised to be much more active in this field during the coming year and try some new methods of contact to stimulate desire for membership among those practitioners not now in the FAA or the AIA.

During the past year our monthly meetings have produced some very enlightening discussions with members of the construction industry or



other fields of service closely related to our profession. Some of these were:

Technical aids to air-conditioning.
Banking and mortgage helps.

Contemporary lighting in United States and Europe.

Architectural exhibit at local art gallery.

New uses for plate glass.

New techniques in concrete construction.

Our Chapter is very fortunate in having one of our corporate members in the City Planning Department, and in this manner we hope to be advised of the meeting times and the subjects to be covered which may be closely related to our field. We hope that during the coming year we will have an improved relationship with this municipal department, working with zoning revisions and code changes. We will make sure that an architect is present at every

City Commission meeting, and hope to aid in any manner possible.

Many times a mere clarification or explanation is all that is required to channel the current action in the correct manner. This is a small but very important effort that can help protect the future of this beautiful country. We hope to contribute some very constructive thinking to such discussions as height changes in property line fences and walls, limit the height of future buildings, etc.

I sincerely hope that during the coming year, the members of our Chapter can contribute to more activity in holding civic office, aid in public meetings, etc., and perhaps contribute, to some extent, a solution to some of our city's problems, caused by our population growth. By so doing, we hope to promote the symbol of the AIA to gain the public recognition and identification needed by this professional organization.

I would call this coming year a very successful one if each Chapter member would take a more active, dedicated interest in our affairs, and if each member would contribute a larger share of his particular talent toward advancing the status of the architect to his rightful place as a leader in this community.

Each new year of activity has brought all of the Florida Chapters increasing responsibility; 1963 looks as if it will hold its share of new problems and the whole of Broward Chapter will take its full part of the load when our duties are assigned to us. This year we shall prove that the architect is capable of leadership and obligated to assume this role.

Daytona Beach

DAVID A. LEETE

President

Our hands are hot and tired from being sat upon. We have maintained our membership of corporates and associates at near 100% levels but our active participation stays at mid-field. The Daytona Beach Chapter is going to get up off of its hands and go to work with the following three phase program.

First: We intend to increase our attendance and participation at Chapter meetings by changing our format from monthly dinner meetings to quarterly. Each program, under a separate chairman, will be enlarged to include a fellowship hour, dinner, resume of monthly executive board

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Daytona Beach . . .

(Continued from Page 11)

meetings, and informative talks and demonstrations by various manufacturing firms. Wives will be invited to at least two of the meetings.

Second: It is our hope to enlarge and refocus the community picture of the architect by having guests invited from the client group, such as the press, City Commission, County Commission, bankers, fine arts groups,

Planning and Appeals Boards.

Third: To increase the Chapter participation in the work of the FAA Committees. Chapter business will be handled by the Executive Committee leaving more time for the members to dig into their FAA Committee work. I believe we will be active and strong in all Committees, especially the Governmental, Chapter Affairs, Public Relations, and Community Planning.

Our Committees stand ready to be called upon by the FAA. Please do so.

Our programs will be oriented about these and other matters that concern architecture and the architect. I believe this is to be an AIA Chapter function — using the programs as a device through which we can educate, explore and stimulate. The programs will be designed for educational value and for interest stimulation. In some way we must better prepare ourselves for the role the architect must play to genuinely serve architecture. If the architect is to be the creative leader in this tremendous social complex that is our environment today, we must constantly and creatively re-examine. The architect must fill this evacuated role.

The second concern of the year will be expressed in several ways. The architect himself is the architect's best image — and it is necessary for the architect to be everywhere architecture is being thought about, planned and made. We must be represented on all public and private bodies concerned with architecture — for example, planning advisory boards, zoning boards, building departments, city and county commissions, private boards concerned with building.

When a door is opened for architecture an architect must be there to guide, counsel, design and build. We are rapidly building — and re-building — a world that, through default, is ugly. We are responsible and must do something about it. If an anti-ugly contingent is to be developed, we must develop it. Our sentiments are genuine. Is our interest — and are our abilities — worthy?

To effect direction I think our first step is to continue a strong liaison with all public bodies where it exists — and to create it where it does not. This will be done through our committees and individual members.

Secondly, two programs are presently being formulated and developed by the Chapter. One consists of "neighborhood" meetings with the public to present ideas of planning and indicate how these relate to the man on the street. This will be done with the cooperation of the Metropolitan Planning Department as an architect-promoted program of public education.

The second will be the pressing forward of plans to develop types of Good Design Seminars. This will be done with the Chapter Design Committee preparing programs and pre-

Florida South



EARLE M. STARNES

President

cerned with architecture. We will study together facets of design through self-criticism and reviews of work performed. We will study program writing and analysis of clients' problems and thus project those programs in terms of the developed architectural solutions. We will analyze these projects objectively and thus learn from the wealth of experience what the practice of architecture can offer.

We will study the use of materials historically and currently in our own local situation in an attempt to trace the reasons and consider the validity in use of certain materials. Thus the contributions of materials to architecture in the past and present can be brought into perspective for members.

Some time must be devoted to the operation of an architect's practice — better ways of solving the day-to-day problems with which we are all beset in the practice of an art that more often than not looks like a business. The programming will be to accumulate experience records — and after sifting the experiences, these can be presented to the membership. Methods of accounting, methods of specification writing, methods of office operation — these are a few subjects to be explored.

In the broad program of Florida South, AIA, there is one consideration that I feel is the only and obvious one — Architecture.

Thus, in terms of the plan for the year ahead, our progress will be along two avenues. The first will be concerned with the architect and an appraisal of his own attitudes and abilities. The second will be concerned with our public environment.

As to the implementation of this two-fold program, we will continue with the committee projects that are sound and healthy and representative of the heritage of previous years of Chapter life.

The strength of the AIA is dependent on the service it offers to its membership and the service it offers to its community. The Chapter will offer to its members this year programs at the monthly meetings con-

senting them to interested people. There are literally hundreds of "clubs," of one nature or another, that are constantly in search of programs. Our efforts will be to learn of these and offer ourselves as part of their programs — and thus bring more people in touch with architecture. We will use the AIA films that are available and create new devices as necessary to

stir the public's interest in architecture.

This — to quote a planner friend — is a "broad brush" of what Florida South Chapter will do this year. It will take energy, cognizant leadership, and participation. This two-fold program can — and must — enliven the architect and architecture in South Florida.



Florida North

THOMAS LARRICK

President

It is the humble privilege of the officers of the Florida North Chapter of the past year to serve this Chapter through the new year of 1963. We hope, with the faithful assistance of all the Chapter members, that this Chapter will continue to grow in service to the local communities and the profession during the coming year.

During the past year the downward trend in membership has halted, and, while the number of corporate members has remained unchanged, the number of associate members has increased by approximately 50 per cent. The number of meetings were increased to six. The business meetings were streamlined by effective committee activity and the handling of routine business by the Executive Committee. This permitted quick and de-

cisive action when time was of the essence.

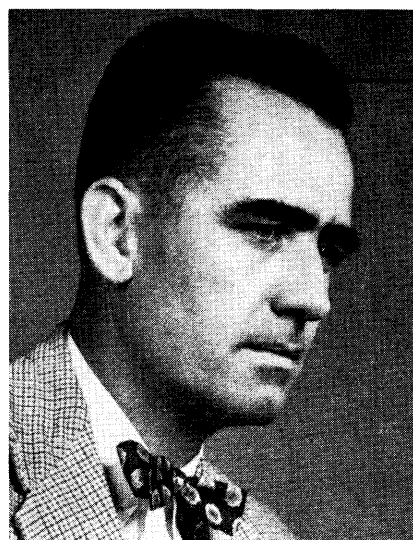
The programs for the chapter meetings have been prepared well in advance, and have varied through a wide range of interests from community affairs to extensive research. The Chapter has been represented at the Institute's National Convention, the FAA State Convention, and all FAA Board Meetings. At the first Chapter meetings after each of these conventions and meetings our representatives have kept the Chapter informed by regular reports. Meeting attendance has been good with a large majority of the members in attendance at every meeting.

The Chapter Committees for the coming year have been appointed with only a few changes in committee members from last year. Every new member has been appointed to a committee so that he may feel that he has a place of active participation in Chapter activities. Since many members have expressed a desire to be on certain committees with the intent of active participation, it is believed that we will have increased committee activity this year.

The Chapter plans to have six meetings during the coming year with a continuation of varied and interesting programs. It is hoped that it will be possible for the FAA Board to meet in Gainesville with one of our Chapter meetings.

One of the highlights that the Chapter anticipates this year will be the beginning of the construction of the new building for the College of Architecture and Fine Arts. We hope that there will be an appropriate ground-breaking ceremony and that the profession will be well represented.

With an active and growing organization it is believed that the Chapter will be able to further the special, as well as general, objectives of the Institute and the FAA.



Mid-Florida

ROBERT B. MURPHY

President

The objectives of the Executive Committee of the Mid-Florida Chapter for the year 1963 are two-fold, namely, to unify the existing membership into an effective unit of the Florida Association of Architects; and to project the activities of the Chapter into the civic and professional life of the various communities within its borders.

With the firm conviction that vigorous committee action is the basis for the accomplishment of these objectives, the newly elected Executive Committee has proposed a revised committee structure for the Chapter. The form follows that recommended by the "AIA Policy Statements Re Committees." There will be only four Committees, namely Chapter Affairs, Education & Practice, Public Relations, and Community Development. The Chairman of each Committee is a Chapter Officer or Director.

The group replaces the sixteen committees of former years. Each Committee consists of six (6) Corporate and three (3) Associate members, all serving staggered terms. This provides vertical alignment with AIA Committee Structure. As "Special Committees" are needed, the Chairman of the "Parent Committee" can

(Continued on Page 14)

Palm Beach



REED B. FULLER

President

As the Officers of The Palm Beach Chapter look forward to 1963, we are inspired and stimulated not only by the good work done by our predecessors, but also by the vast amount of accomplishment and progress still to be made.

With Officers, FAA Directors and Executive Committee of excellent calibre and experience, our Chapter, in 1963, will work toward the accomplishment of the following:

1. The Chapter shall set up committees of sufficient scope to reach goals set, shall require regular reports

of the status of work, and shall count on sincere efforts to reach objectives.

2. We shall continue further study to obtain a workable and improved public relations program, deeming this to be most important to every member of this Chapter.

3. Inaugurate a new committee whose sole purpose will be to observe, record, and analyze the continuing actions of municipal and county public bodies in so far as these actions affect the field in which we work. Where decisions are made, or where impending actions are contemplated, by these bodies, this Chapter intends to be prepared to speak effectively as a community service.

4. The Chapter intends to prepare, and distribute, for the first time, a manual covering by-laws, and fixed policies, so that all members shall have a clear, concise record of established duties, responsibilities, and policies, and the reasons therefor.

5. The entire membership shall be urged, and required, to pay closer attentions to the matters of office and professional practice, the FAA seminars program, aids to education in this area, wider professional services, local building codes, zoning, and all aspects of county-wide planning.

6. In 1963, The Palm Beach Chapter expects to be called upon to help in arrangements for the national convention. To this end, The Chapter will cooperate fully with Broward and Florida South Chapters in making the AIA Convention in Miami the great success it deserves to be.

7. Palm Beach Chapter has an active Womens' Auxiliary,—and is happy to encourage the valued activity of this group.

8. Last, but not least, the Chapter will get underway with some long range planning toward fixed future objectives to strengthen our position in professional stature in the community, and to be better prepared to meet the more serious challenges posed by the rapid growth of this area. The Chapter has fallen short of realizing its full potential in this situation.

To sum up, we intend to measure up to the responsibilities imposed on us by the practice of the technical—and social—Art of Architecture, which assumes responsibility for nothing less than a nation's (and our local) man-made physical environment. And the time for doing this is now.

Mid-Florida . . .

(Continued from Page 13)

assign such duties to one of his members. By the formation of a minimum number of committees, and with each committee being chaired by an Officer or Director, it is hoped that work of the Committees can be controlled, kept within the immediate scope of the Chapter and through constant review by the Executive Committee be directed toward our objectives. We will let you know how it works.

At the beginning, Chapter Activities Committee will concern itself primarily with membership. The area of the Chapter includes Leesburg, Sanford and the coastal area of Brevard County. Effort will be made to bring eligible personnel into the Chapter and to encourage activity in their respective areas. Chapter programs will be held in each of these areas. A continuing activity of the Chapter is the course of instruction for preparation for the State Board Examination. It is hoped that the Ladies Auxiliary will assist with program arrangements from time to time and so share an active part in Chapter Affairs.

Governmental relations will be directed by the Education and Practice Committee due to the presence of particularly qualified members, serving dual purposes on this Committee.

The Public Relations Committee has selected the Chapter meeting programs as its main objective. In an effort to interest all members a varied menu is being presented. We hope to run the gamut from the esthetic to the last paragraph of the General Conditions.

For the first time, Chapter Meetings will be held in the Leesburg-Cocoa-Melbourne area. The "home-pros" will provide the programs for these meetings.

Of particular interest to the Community Development Committee is the urban renewal project just starting in the Orlando area. The Chairman of this Committee is a member of the Urban Renewal Advisory Committee.

It is the hope of the Executive Committee that the activities of the Chapter can be community-oriented, that the membership will become more closely identified with efforts which need our support. Currently, members are very active in the art activities of the community, with special emphasis toward the Florida Symphony. There are also members serving on City and County Boards related to the building industry. Through proper direction and encouragement such interest and activity cannot but help to better the profession and the community which it serves.

The use of TERRAZZO on VERTICAL SURFACES

There is a substantial increase in the use of terrazzo on vertical surfaces. The Terminal Buildings, O'Hare International Airport, Chicago is one such example. The columns, and spandrels totaling approximately 90,000 sq. ft., are made with Trinity White portland cement and white marble chips.

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Terrazzo can fill any design requirement. For instance, at O'Hare a monolithic effect was desired and obtained. Likewise, paneled effects are easily achieved. The wide color range can be closely controlled depending on the color of the chips and whether or not the matrix is tinted.

Two views of Terminal Buildings, O'Hare Airport, Chicago. In addition to the vertical terrazzo on columns and spandrels, the floors are also terrazzo.

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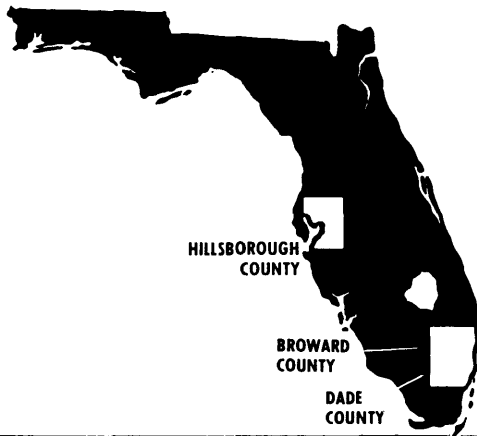
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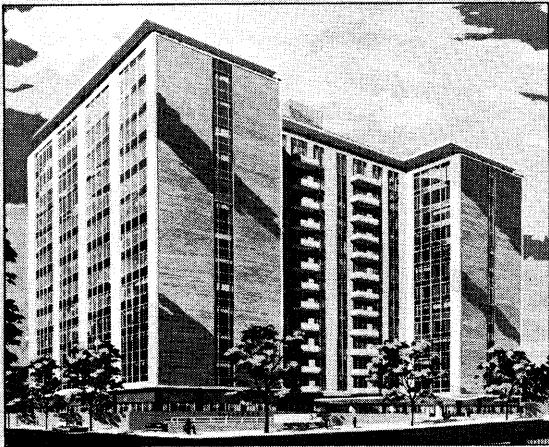
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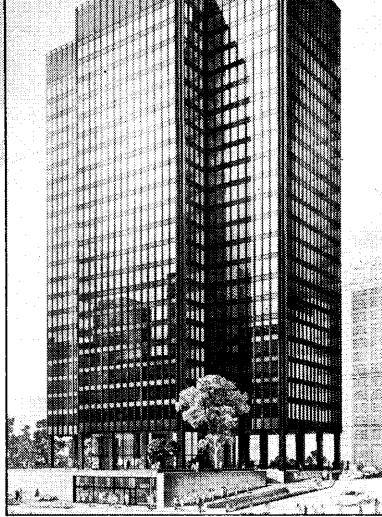
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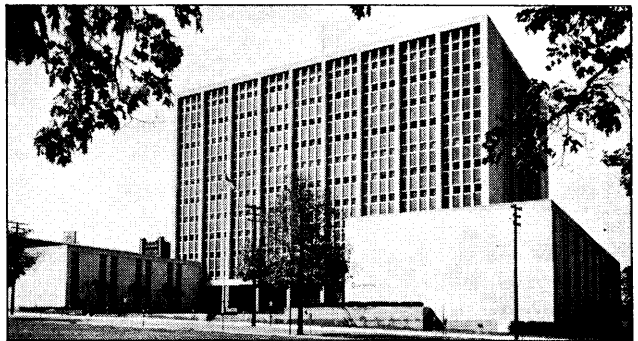
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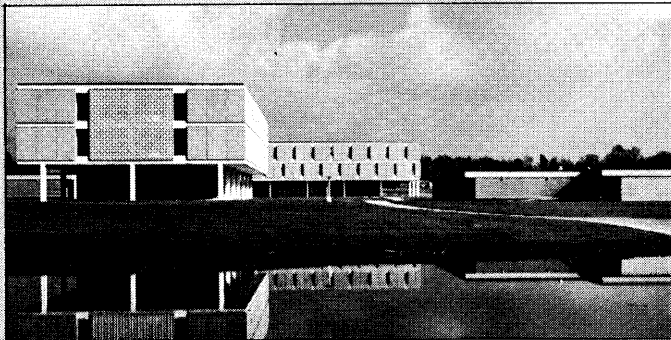
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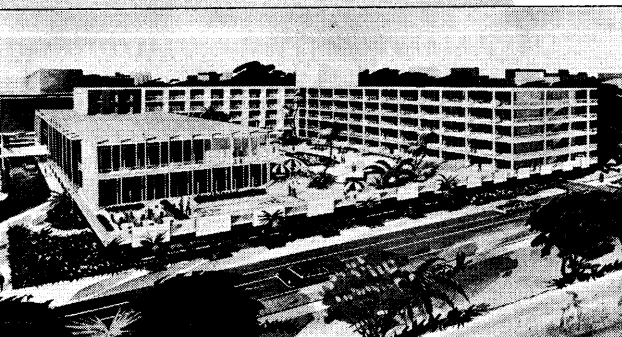
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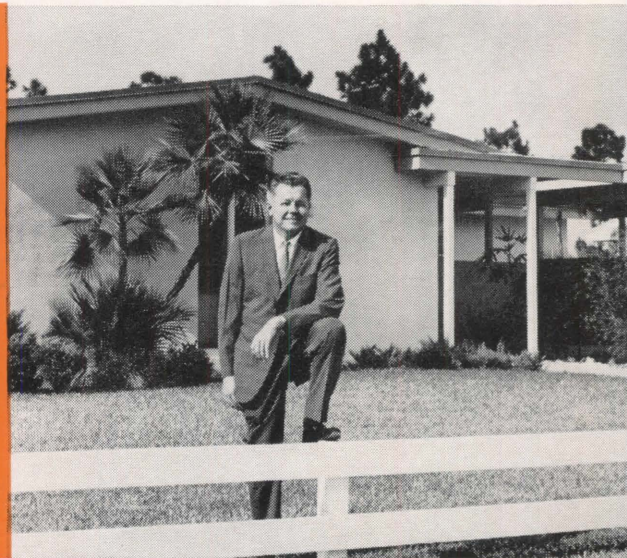
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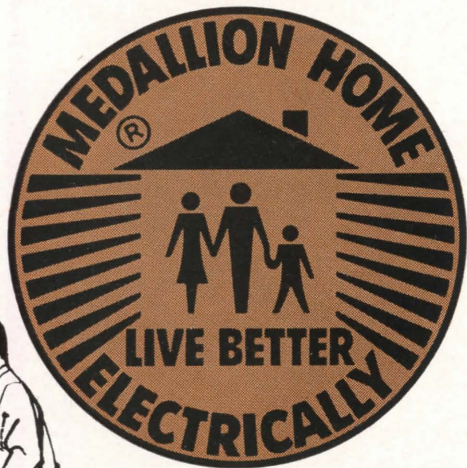
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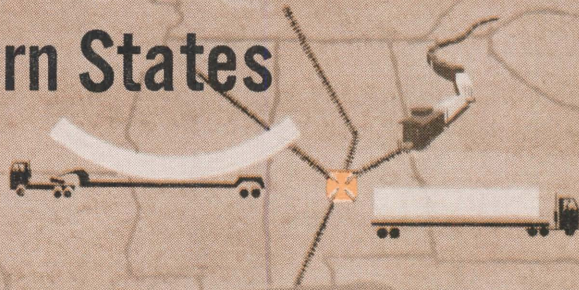
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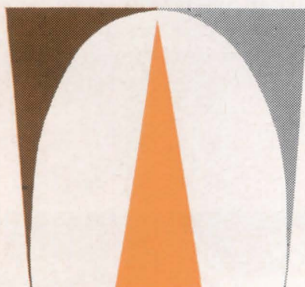
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Miami
- Samuel M. Puder**
6090 S. W. 62 Place
South Miami
- Edwin T. Reeder**
1114 Dupont Plaza Center
Miami
- Don Reiff**
1185 71 St.
Miami Beach
- Paul L. Reiner**
1000 N. W. 28 Avenue
Miami
- Edward T. Rempe**
153 Sevilla Avenue
Coral Gables
- Joseph G. Rentscher**
462 So. Dixie Highway
Coral Gables
- Fred E. Robbins**
1102 DuPont Plaza Center
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- Donald Rowell**
4130 Braganza Avenue
Coconut Grove
- Trip T. Rusell**
1020 Dupont Plaza Center
Miami
- James P. Sampson**
9410 S. W. 60 Terrace
Miami
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Coral Gables
- Jerome Schilling**
1270 N. E. 102 Street
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P. O. Box 7518
Orlando
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815 E. Colonial Drive
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4936 S. Orange
Orlando
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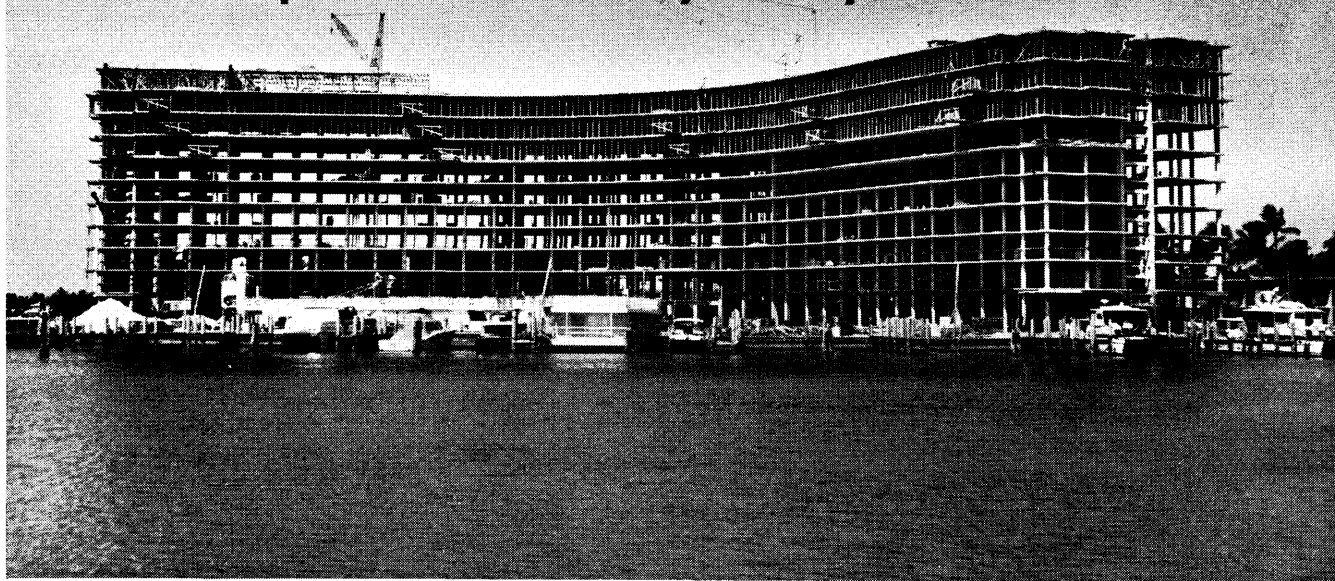
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THE FLORIDA ARCHITECT

Miami's King Cole Apartments a complete floor every 4 days



The reuse of forms, quick concrete delivery and round uniform columns coupled with excellent design and construction skill...That's how General Contractor Robert L. Turchin, Inc., Miami Beach, consistently placed a complete 40,000 square foot concrete floor every four working days at King Cole Apartments. The 12-story, all concrete structure is designed by Fridstein and Fitch, architects and engineers of Chicago, with Melvin Grossman of Miami Beach, associate architect; Crain Engineering of Miami, structural design; and B. D. Freedman of Miami, structural consultant to the contractor and design engineers.

Fast construction comes easy with concrete frame and floors

More and more architects and builders are achieving outstanding speed of construction with modern concrete. Building can start as soon as foundation loads are determined. The efficiency of re-usable forms saves time and labor. And with concrete, your material is always there when you need it.

In addition to the advantages of early occupancy, concrete flat-plate construction brings big economy. The finished slab, with a thin coat of plaster, is the ceiling. In high-rise buildings as much as a full story in total

height can be saved—with less materials such as conduits and pipes needed.

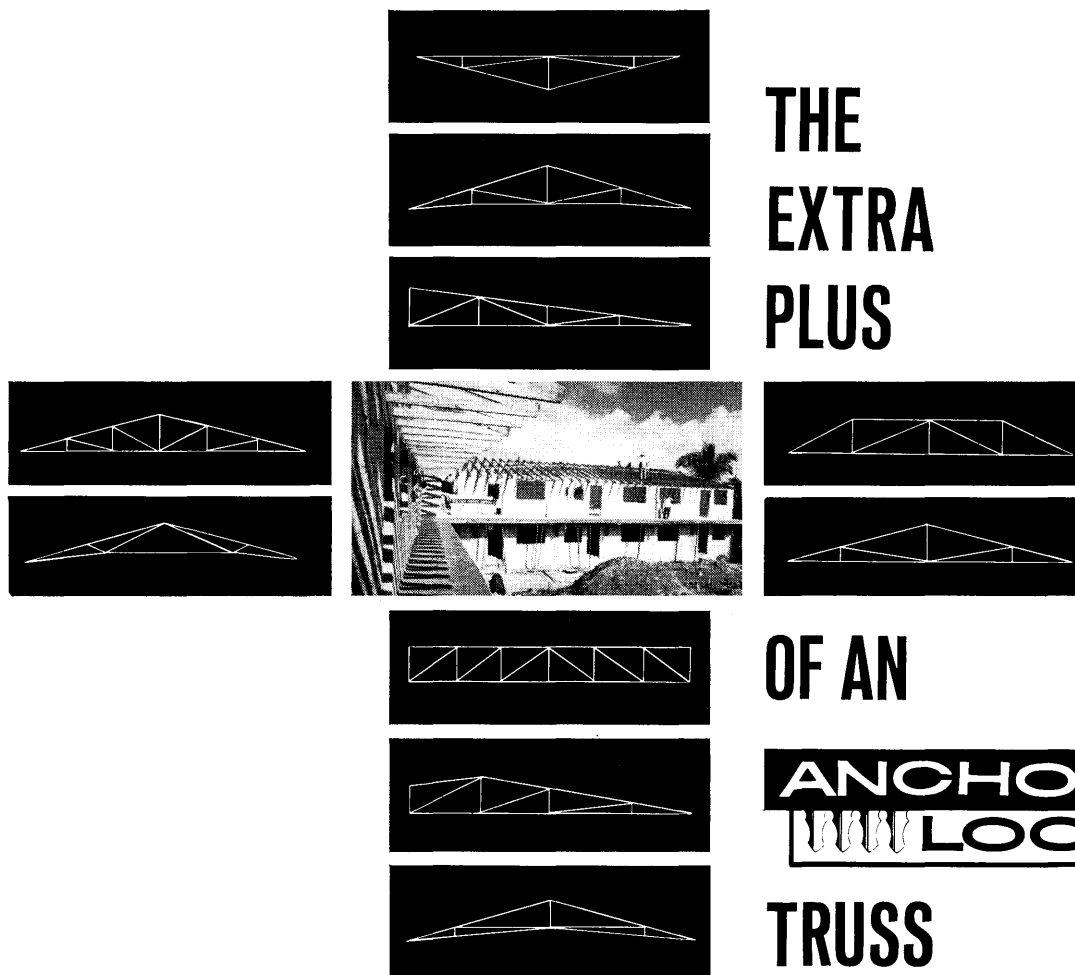
With no beams, and flexible column placement, there is more usable space. Partitions can be placed for most efficient room layout.

And concrete provides superior sound insulation, needs no special fireproofing. Architects and engineers frequently are specifying concrete frame and floor construction today. They're finding the same advantages for all structures, of both conventional and modern design.

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A national organization to improve and extend the uses of concrete



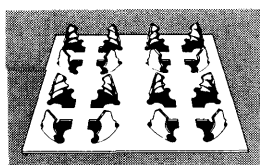
GREATER EFFICIENCY — speed construction...while decreasing costs.

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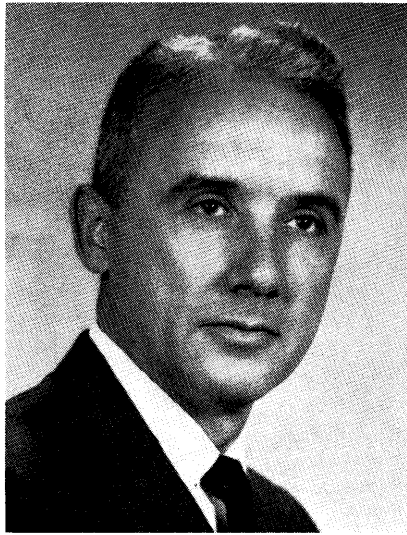
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Jacksonville

THEODORE C. POULOS

President



The year that has passed now stands as a testament of achievement for the Jacksonville Chapter of the American Institute of Architects. Many of the goals established during the year have been reached, and others are now established as a part

of Chapter affairs which will be continued to the planned conclusion.

The climax of our most successful effort came in November, when, at a dinner meeting, the Chapter presented awards to outstanding craftsmen in recognition of excellence in the

execution of their work. Although conceived primarily as a recognition and encouragement of fine workmanship, the presentation and announcement of these awards brought popular response far exceeding our expectations. This reward of the efforts of selected craftsmen was endorsed not only by the Construction Industry but by other organizations and individuals as well.

As we look to the coming year, we shall continue the programs now proven by experience to be successful, but shall also enter new activities conceived to increase the effectiveness of the Chapter as a professional organization. By placing more emphasis on improving relations with allied professions, the construction industry, and civic organizations of our community, we hope to reach beyond the past to a new record of service and achievement. With high ideals and an energetic membership, we will accomplish our aims.

Florida Northwest

ELLIS W. BULLOCK

President



We in North West Florida are one of the smallest chapters of the A.I.A., however our size and location shall not impede our activities for the year 1963. Since our charter a little over six years ago, we have doubled our membership and vastly increased our Chapter activities. Excellent progress has been made in the past and I am looking forward to continuing our present programs with additional activities in other areas.

We shall make a concentrated effort to increase our membership, both corporate and associate. Although the principals of almost all of the offices encompassed by our chapter are corporate members, many have employees who are registered and eligible for corporate membership. Other employees will be encouraged to become associate members. The employer will not only be asked to sponsor new memberships, but, if possible, to share membership expense. We need a

strong participation from our new members in the extension of our Chapter activities.

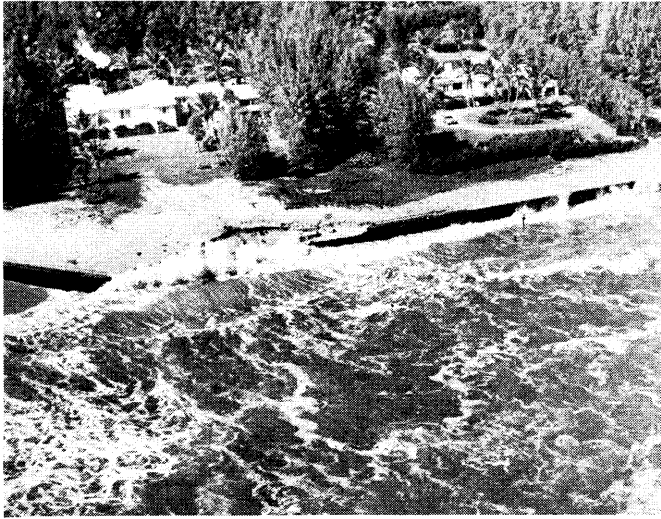
Our work in public relations will continue. We will avail ourselves as a group to the planning committee of the Chamber of Commerce, City and County bodies and other Civic groups desiring our skills. The groundwork has been laid in Escambia County with the school authorities for a more comprehensive and detailed study of education methods and trend as related to our future school plans. It is proposed that a Specification for Education will be drawn by local school authorities with active participation by the architect concerned. One previous meeting was enthusiastically received and plans are in progress for establishing a guide procedure. This program will be vigorously pursued and all involved believe it will result in a better relation between the educator and the architect.

There is much work to be done on our "Image of the Architect." We will seek a better relationship with the press through direct contact and invited coverage of all pertinent items and affairs.

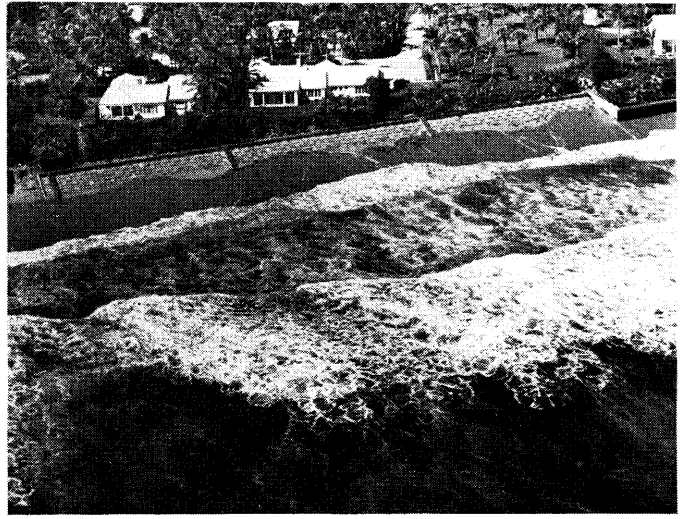
There is a strong need for improvement of our relations with the building industry as a group. As one of the largest industries on the state and local level we consist of professional and contractual groups with no direct re-

(Continued on Page 33)

NEW CONCRETE REVETMENT SEAWALL DEFIES WIND, WAVES, EROSION



Conventional seawall during storm of March, 1962



Revetment seawall during same storm

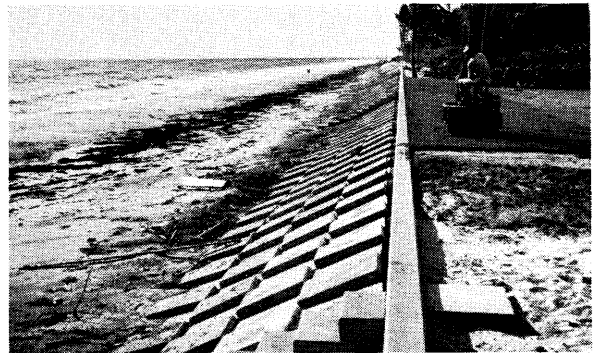
Two Year Old Installation At Jupiter Island Proves Most Effective Barrier To Storm Damage and Erosion

Two years ago, Jupiter Island, off the lower East Coast of Florida, was steadily losing its shoreline to the waters of Hobe Sound. Vertical seawalls did little to stem the persistent erosion of its beaches. High winds and water during storms made off with great chunks of expensive property, and constant pounding of conventional seawalls set up a noise and vibration that cracked plaster in waterfront homes.

W. C. Crowell, Jr., Vice President and Manager of Dickerson, Incorporated, Stuart, Florida, was commissioned to build 350 linear feet of this completely new seawall design. It was a revetment wall made of interlocking concrete units. Being metal free, it was rust free. For thirty-five feet it followed the natural rise of the beach from below the water line to property level. Designed by Dr. Per Bruun, noted head of the Coastal Engineering Staff at the University of Florida, the new wall combined the wave dissipating properties of revetments with a concrete wind screen to prevent overtopping. Each interlocking concrete block weighed 1,400 pounds. In

1961, 1,100 linear feet were added, and in 1962, 2,500 linear feet more.

In March of 1962, the revetment wall withstood its biggest test. A storm with 15 to 20 foot waves roared into the island, doing considerable damage



Revetment seawall after the storm. Beach has actually been built up.

to other seawalls and property. But the new installation stood intact. The beach in front of it had actually been built up. Rear Admiral Richard Tuggle, Town Manager of Jupiter Island, said, "Judging from the experience we've had, it actually collects the sand. It stops vibration. It is working out well." A new concept in shore protection has nullified the twin threats . . . storm damage and erosion . . . proving once again, the economy, low maintenance, and durability of concrete.



FLORIDA PORTLAND CEMENT DIVISION

GENERAL PORTLAND CEMENT COMPANY



Northwest . . .

(Continued from Page 31)

lation or tie. The need of a County building code, review and revision of existing City codes are two items that will require a united effort by all of the building industry. Consideration of an informal association for stronger representation is in order.

We shall endeavor to make our

profession and our chapter better known and our purposes better understood to our state and national legislators. Our aims, ambitions and place in society will be presented to our representatives through increased chapter and individual efforts.

We shall increase our participation and representation to all FAA committee meetings and functions, and will use our geographical location ex-

cuse only as a last resort. The membership will be kept informed of all committee meetings and results by a chapter newsletter.

I am looking for an eventful year of increased participation and membership in the Association, of a stronger related building industry, and of a strong program of education of the public to our place, need, and necessity in our society.

Florida North Central

JOSEPH N. CLEMONS

President

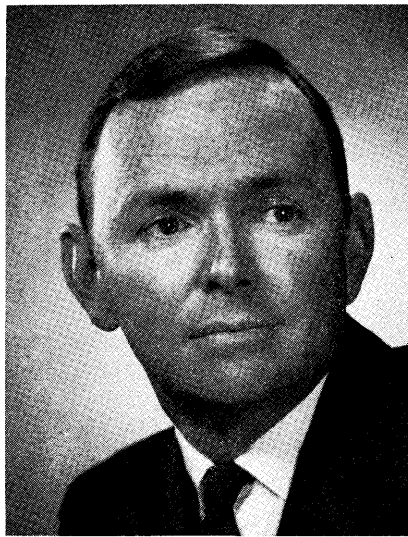
1. To maintain the present high standard of professional service offered by the local members of the American Institute of Architects.

2. To follow as nearly as possible the by-laws of the Chapter, FAA, and AIA.

3. To emphasize the committees whose functions are most important in the conduct of local affairs. (The small number of corporate members precludes extensive activity for all recommended committees).

4. To seek a reasonable amount of newspaper recognition for certain chapter meetings and projects.

5. To include on a more active basis those architects and others asso-



ciated with the profession who are employed in the various state offices.

6. To make use of chapter members for chapter programs.

7. To have as many chapter members as possible ready to speak to civic clubs, to garden clubs, on television, and for other occasions that may arise.

8. To have exhibits of local work ready for use at art festivals, county fairs, university exhibitions, and other similar events.

9. To encourage all members to continue their education and enhance their value to the profession by keeping up to date on new products and techniques, by studying actively in related fields, and by attending seminars and conventions.

10. To discuss with high school students the choice of architecture or drafting as a career, and to encourage those so inclined.

Florida Central

H. LESLIE WALKER

President



The year 1962 was a very active year for The Florida Central Chapter, climaxed by being the Host Chapter for the F.A.A. Convention, recently concluded at the Soreno Hotel in St. Petersburg.

1963 will see an intensification of activity if all goes as planned. The chairmen and members of the standing committees have been selected and they have been charged with their duties. Although our committees met several times last year and much important work was produced, we expect greater efforts to be forthcoming this year primarily because our steering committee chairman and

Chapter vice president, Dana Johannes last year had the added responsibility of guiding our convention planning, and his time in Chapter affairs was limited.

Other Officers for 1963, elected at our annual meeting in October are DANA JOHANNES Vice President; JACK WEST, Secretary; JACK McCANDLESS, Treasurer. Chapter Directors are JACK WOHLBERG, GENE THOMPSON and SIDNEY WILKINSON. FAA Directors are FRANK F. SMITH, FRANK MUDANO and WYNN HOWELL, with MARK HAMPTON, FRANK McLANE, Jr., and JOSEPH COGGAN elected as FAA Alternate Directors.

Our meeting format will be changed this year to include a seminar on some matter of interest and information of the architects. We are also

(Continued on Page 40)

Gasgram

JANUARY, 1963

Good **NEWS** about Natural Gas...

ONE-TWO PUNCH! Pinellas County scores with Florida's first natural-gas-air-conditioned school, Oak Park Junior High in Clearwater... closely follows with a second Junior High at Safety Harbor. Latter has 75 tons of engine-driven equipment in first phase, will increase to 225 tons when school is completed.

NATURAL GAS DRAWS INDUSTRY. Sanford Gas Company's \$100,000 expansion south of city provides natural gas to big new industrial park. Already signed for natural gas boilers and steam processing: HLH Products, area's largest new industrial plant (food processing) owned by Hunt interests of Texas.

JAX FIRM SAVES \$1700. Dixie Galvanizing changed from Propane and No. 2 fuel oil to natural gas for steam boiler and galvanizing tanks. Indicated fuel saving for first year - \$1700.67.

MORE "BIG NAMES" GO NATURAL GAS. Tampa's newest Congress Inn and Tampa Airport Motel owned by Jim Walter group both big users of natural gas for cooking, heating, hot water, etc. Western Auto's Southern Regional Warehouse and General Food's Jacksonville warehouse chose natural gas for heating and process hot water. Winn Dixie super in St. Pete cut refuse hauling costs in half by incinerating waste with natural gas.

CLEANERS CHANGE OVER AND SAVE. Florida Cleaners, Jacksonville, converted two boilers from #5 oil to natural gas. Howard Cleaners, St. Petersburg, also converted 30 HP and 25 HP boilers to natural gas. Result as reported by management: fuel bills cut 50%, operation cleaner and much more efficient.

4 to 1 FAVOR NATURAL GAS FRANCHISE. Voters of Surfside, Miami suburb, have voted 30-year franchise to Peoples Gas System by better than 4 to 1 ratio. Holly Hill, near Daytona Beach, also gave 30-year "vote of confidence" to Florida Gas Utilities Company.

IT'S GAS FOR BIG ST. PETE APARTMENT. In unusual arrangement, large equipment is located on top floor of major 12-story apartment house, Plaza Fifth Avenue, St. Petersburg. Two 250 HP natural gas boilers furnish heat and hot water. Two large chute-fed incinerators on ground floor are gas-fired.

\$3,000 SAVED IN EUSTIS. F. B. Howard, manager of W. W. MAC Store in Eustis authors statement that engine-driven natural gas air conditioning in his unit operates for at least \$3,000 per year less than in any of the 100 other MAC stores using competitive types.

"ECONOMY-IN-GOVERNMENT" NOTE. After careful survey of competitive figures, officials chose natural gas for 190 completed and 60 proposed low-rent housing units in Fort Pierce. Natural gas also won nod for 70 additional units designed for "retirement age" tenants of limited means.

AIR CONDITIONING SWITCH. Unusually cold fall weather is credited for budding air conditioning boom in Deland. Florida Home Gas reports that aroused interest in heating helped sell over 20 domestic and small commercial year-round installations which cool in summer as well.

Reproduction of information contained in this advertisement is authorized without restriction by the Florida Natural Gas Association, P.O. Box 11147, St. Petersburg, Fla.

News & Notes

Is Your Firm's Brochure On File and Up To Date?

The following letter from the U. S. Naval Air Station at Jacksonville, originally sent to FAA President Roy M. POOLEY, JR., should prove of interest to all members of the FAA:

"It is the desire of this activity to maintain in a current status files of brochures on local architect and engineering firms who are interested in performing architectural or engineering work for construction projects at the U. S. Naval Air Station, Jacksonville, Florida.

"It is advised that it would be to the best interests of firms with which your members are connected, to bring their brochures up to date annually if they are interested in obtaining Navy contract work.

"Architects and engineering firms who have not submitted brochures and are interested in Navy contracts are cordially invited to do so. If current brochures of firms are not available, standard Architect and Engineer Questionnaire forms can be made available upon request to the Public

Works Officer, Code 9561, P. O. Box 5, U. S. Naval Air Station, Jacksonville, Florida. Brochures and/or completed questionnaires should be mailed to the same address.

"Normally fees for architectural and engineering work at this activity do not exceed \$1,500.00. Fees in excess of \$1,500.00 are negotiated by the Director, Southeast Division—Bureau of Yards and Docks, Charleston, South Carolina."

The letter was signed by E. HERBERT, JR., Assistant Public Works Officer.

Theme for AIA Convention

The professional program of the AIA's 1963 Convention—to be held May 5-9, at the Americana Hotel on Miami Beach—will develop the theme *"The Quest for Quality in Architecture,"* according to a recent announcement by HENRY L. WRIGHT, FAIA, president of the AIA.

Noting that the AIA's two most recent conventions had dealt with aspects of the Institute's current interest in broadening the architect's function, the AIA president said,

"The 1963 convention seems an appropriate time to pause in this period of expansion and again explore the concept of architectural quality—to perform the re-examination of 'basic Doctrine' in architecture."

The three professional sessions will deal, respectively with *"What Is Quality,"* *"What and Who Influences Quality,"* and *"The Attainment of Quality."* Former Florida Region Director ROBERT M. LITTLE, FAIA, was one of the five-member committee in charge of planning the 1963 professional program.

Changes . . .

EDWARD G. GRAFTON has been admitted to a general partnership in the Coconut Grove firm of Pancoast, Ferendino, Skeels and Burnham. The firm's new name will be PANCOAST, FERENDINO, GRAFTON, SKEELS and BURNHAM. Address and phone number have not been changed.

The Jacksonville firm of REYNOLDS, SMITH and HILLS has announced the admission of partners of WILLIAM J. WEBBER, AIA, and RALPH W. HEIN, AIEE. The firm maintains branch offices in Orlando, Tampa and Huntsville, Alabama.



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A Contractor Looks at A New Package Deal

This article, by FRANK J. ROONEY, head of one of the South's largest building organizations and a former national president of the AGC, contains pertinent excerpts from an address given at the Carolinas Branch Convention of the AGC last fall. . . .

I am thoroughly convinced there is a definite trend on the part of experienced buyers of construction to assemble a complete construction team at the very outset. I am also thoroughly convinced that the general contractor will assume a role of greater importance in the future than he has in the past.

We hear much these days, especially from the architectural profession, about the "Package Dealers"—that is, one firm that designs and builds. I am not fighting the "Package Deal"; I am joining it. I think it's great.

However, I put a different twist to it. We join with a leading architect and offer to the client a complete service. The big advantage in this sort of arrangement is that each remains independent and does his part of the work on this particular job. It is flexible and can be used with different architects' offices on different types of work.

This type of program takes some selling and education. First, with the architect whose immediate reaction may be that the general contractor is usurping his authority. But when

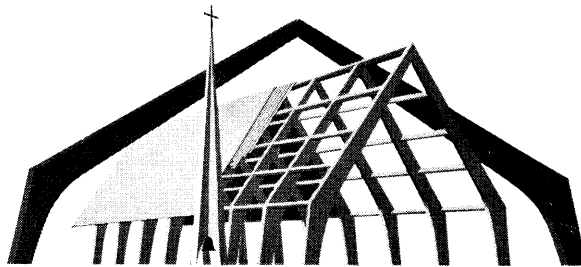
the advantages of this team effort are made clear, they begin to see the light and after one project most become very enthusiastic. The advantages are many—a few being that he may select a general contractor best suited for this job, one in whom he has confidence and will work with his office and produce a good product. He has the services of a cost consultant during the time plans and specifications are being prepared. But the most important is that he has a guaranteed upset price within the budget when the plans are finished.

The other selling job, of course, is with the client. This, I believe, is the field where the general contractor has not taken full advantage of his potential. Too many of us are prone to sit in our offices and wait to be invited to bid on jobs along with many others. We bid on ten or more jobs and maybe get one. As business becomes more competitive, we find ourselves bidding work at cost just to get a job and hoping that in some magic way we will end up with a profit.

We know that a good general contractor has a fine product to sell—

(Continued on Page 38)

announcement of a new Tampa office...



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of Weyerhaeuser Company**

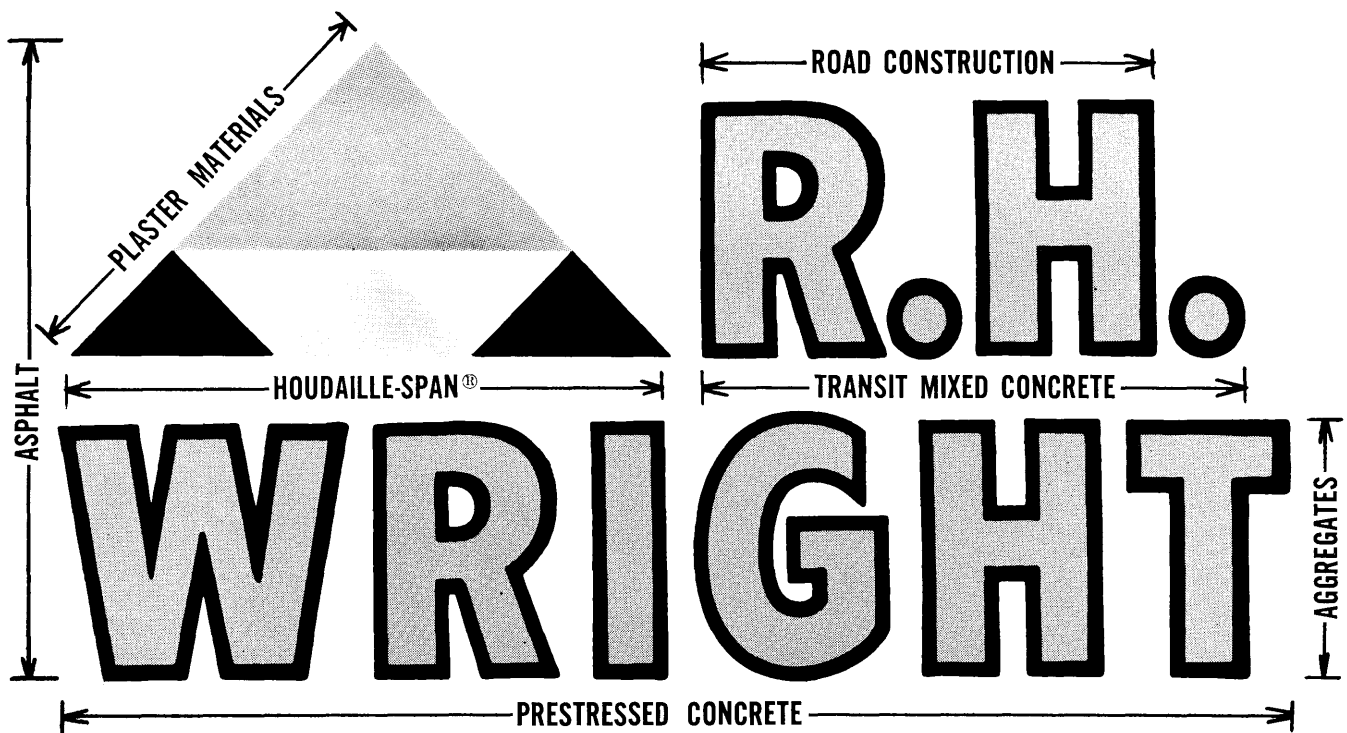
has now opened a Tampa office to provide you with local assistance on structural specifications, design details and estimation requirements of Rilco laminated wood arches, beams, trusses and engineered products. We will be pleased to assist you.



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PRESTRESSED CONCRETE . . . Three precast, prestressed concrete production plants for the production of structural concrete members. One of the largest operations of its type in the nation, producing concrete units to meet your requirements and all local building codes.

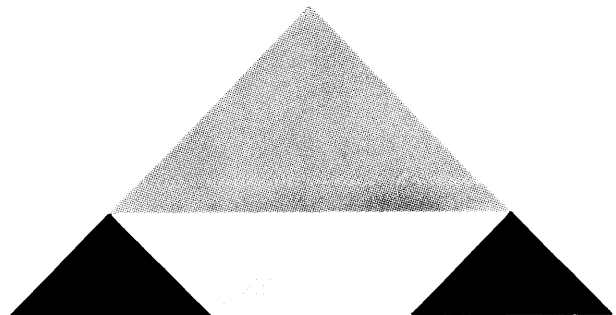
ROAD CONSTRUCTION . . . One of the leaders in the State of Florida in grading, drainage and paving work on Federal, State and local municipal roads, and in land clearing and developing.

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Package Deal . . .

(Continued from Page 36)

his skill, responsibility and integrity. Many times we are reluctant to approach a client and tell him how good we are and why we are the one best qualified to build his new building. If we are to assume our rightful role, we must let people know who we are and what we do. I am sure there are many questions in your minds. How can he make a firm price without complete plans? How does the client know he is getting the right price without a check figure? And, perhaps many more.

Allow me to get personal. Our firm does a good volume—85 per cent of this work is negotiated. We bid selected jobs to assure ourselves we are competitive. Many years ago the leading department store chain in our area decided to build a new building on Miami Beach. We were the successful bidder and were awarded the contract. During the course of this job we became friendly with the officials of this company, especially the Vice President in charge of Store Planning and Construction. This was a very important job for us.

Opening New Vistas for **PROGRESSIVE ARCHITECTS**

Plush new REEF Motor Hotel on Clearwater Beach features Capri Restaurant and Candlelight Inn, with Natural Gas Air Conditioning, two All-Gas Kitchens, Water Heating . . . even warm water for swimming pool.



From Air Conditioning

At the time it was a large job and one of prestige because of the prominence of the owner. Needless to say, we put our best efforts forward. We had a friendly architect and everyone cooperated. It was a happy job. Workmanship was very good, time schedules were met or beaten. And, incidentally, we made a fair profit. Everyone was pleased with the outcome.

We kept our relationship active by regular visits to the store, making adjustments and correcting minor defects before they were called to our attention. During construction we kept very accurate cost records, not only on the work we did with our own forces but also the subcontractor's work. When the job was completed we made studies of every phase of the job; and these figures revealed some very interesting information to the client, architect and engineer. A meeting was held and all the facts and figures freely discussed. Not in the spirit of criticism, but as information that would be helpful on another project.

About a year later we were invited to lunch by this client and with the architect and engineer shown sketches for a new building in West

Palm Beach. We were asked to make a preliminary estimate for the purpose of establishing a budget. We were also asked to suggest the type of contract that would suit this arrangement.

After two meetings with the architect and engineers an outline specification was agreed upon; and by using information from the previous job we were able to establish an upset price. This price was given with the agreement that we would have control of design within certain limits. The architect was given the go-ahead and we acted as cost consultants. The engineers submitted four different schemes of framing which we estimated and all agreed on one. We had an estimator assigned to this job and he practically lived with the architect. He raised the red flag when an eager-beaver draftsman started to gold plate a certain item. He worked with the specification writer so that we had open specifications and could get competitive bidding. And, when the plans were almost finished, the price was confirmed with slight adjustments and we were ready to sign a contract and get started.

The contract we worked out was a

combination of a lump sum and cost plus. We used the AIA cost-plus form of contract and added a paragraph that covered the guaranteed upset price. This upset price included a fixed fee—in this instance 6 per cent of our estimated cost. This fee was net, because the overhead, except officers' salaries and home office expenses, was charged to the job. Now came the question of assuring the client of the right price without a check figure. We worked out a plan whereby any savings made that would reduce our cost was divided between owner and contractor—50-50, or 75 to owner and 25 to contractor basis.

On this particular job we did about 35 per cent of the work with our own forces and sub-contracted about 65 per cent. On the sub work we took competitive bids, thereby assuring the owner that the major part of the job was bid competitively. This plan has been followed through the years and we have recently completed the seventh project for this one client. This plan has worked so well we have used it on most of our work. The clients like it and the architects are now selling the plan to new clients.

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There's a progressive look . . . an air of distinction . . . about so many of the new Florida residences and commercial buildings which are going all-out for natural gas.

Because progressive architects and engineers are the ones who are realizing the full potential of natural gas—its cleanliness, speed, economy, dependability and complete flexibility.

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Florida Central . . .

(Continued from Page 33)

going to hold all of our meetings in 1963 at the Outrigger Inn, which is located on the north end of the Sunshine Skyway in St. Petersburg—this being a central location for our members in the lower coast area as well as for those in Polk County, Tampa, and St. Petersburg.

The meeting dates will be February 9, April 13, June 8, August 10, October 12, and December 14. An invitation is extended to all members of the FAA to attend our meetings when they are in our area.

Our Ladies Auxiliary re-elected MRS. I. BLOUNT WAGNER for President for 1963. Other officers are MRS. JAMES R. DRY, Vice President; MRS. DONALD MCINTOSH, Secretary; MRS. JOSEPH L. COGGAN, Treasurer. Directors are MRS. CLARENCE W. DOLL, MRS. EDMUND N. MACCOLLIN, and MRS. EDGAR C. HANNEBUTH.

The Ladies Auxiliary meetings are held at the same time as our Chapter Business Meetings, after which they join their husbands for the scheduled social activities.

A Challenge to Chapters...

(Continued from Page 9)

on a broad, nationwide scale. Legislative action, for example, commences at the point where individual members of Chapters become interested and active in the affairs of the local communities. Planning commissions, building code commissions and urban development and redevelopment commissions in every community can derive benefit from the guidance and counsel of competent architects. Since this can only be accomplished when such aid is available and present, architects must take a stronger interest in Chamber of Commerce Committees, civic organizations and other groups concerned with municipal, county or state construction programs. Politics at the national level commence at the local level. Senators, Representatives and appointees to important political office derive nourishment from the support of their constituents in every hamlet, town and city in the nation. Architects should regard an interest in the political parties of their choice as a matter of professional

responsibility as well as one of civic duty.

The officers and directors of the AIA are assigned with the additional task of providing liaison and communications between architects and other professional and trade organizations active in the construction field. Through the Producers' Council, manufacturers of building materials who seek to measure the trends of design as well as markets, commenced a pattern of annual meetings more than twenty-five years ago in which architects exercise a profound influence in programs for the research and development of new materials, development of test and specification data and technical services—all of which aid the architect in his day to day tasks.

In other areas, architects meet with building and sub-contractors, labor union officials and others in an unceasing campaign to upgrade the quality of the job with which they are identified. These programs are considered essential because of the intense concern for the performance by contractors and building mechanics entrusted with the responsibility for translating blueprints and specifica-



How Long Since Your Communications System Had a Checkup?

You may not fully realize it, but your company's communications system may not be quite up to the needs of a growing business or the increasing complexities of doing business.

The cure? A communications checkup and a possible prescription for one or more of the many telephone services especially designed to increase business efficiency . . . cut down wasted time and effort. For instance: Dial TWX Systems; DATA-PHONE service; Call Directors; Wide Area Telephone Service; Automatic Dialers; and many others.

Why not make an appointment soon for a communications checkup and find out the advantages of these new services? There's no obligation. Just call your telephone business office.

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tions into completed architecture.

These services provided by the staff of the AIA are intended to meet the most exacting requirements of every office — regardless of size. Material to be used in the planning of public relations techniques has been developed to accommodate the needs of the compact office as well as those of the major organization with a large staff of employees. In similar manner, group insurance programs, regional seminars and data on professional practice is intended to rebound to the best interest of ALL architects — not “just a few.” The Handbook of Architectural Practice, for instance, represents a collation of materials and experiences reflecting the finest and best knowledge in the profession. It is available — and exceedingly useful — to every architect.

In the final analysis, the AIA must be regarded as an instrument of general service to the chapters and through them to the individual members. Since it reflects the attitudes, aims and desires of its membership, it must be concluded that it is wholly a “member’s organization” — to date one that members proudly regard as the country’s best!

Law Revisions . . .

(Continued from Page 6)

limitations into square footage terms to avoid the inequities automatically deriving from changing monetary values such as inflation. An architect’s services will not be required in making plans and specifications for, or supervision of, the erection, enlargement or alteration of 1) any building for farm use upon a farm, 2) any one- or two-family residence having less than 1,200 square feet of area or any domestic building appurtenant thereto, regardless of size or area, or of any other type building having less than 1,000 square feet of area (with the exception of schools, auditoriums or other buildings intended for the mass assemblage of people).

The second paragraph of Section 467.09 defines interprofessional privileges between architects and engineers. Unchanged from the present law, this permits the performance by architects (and employees under their supervision) of “engineering services which are purely incidental to their

(Continued on Page 42)

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Law Revision . . .

(Continued from Page 41)

architectural practice" and grants reciprocal privilege to engineers.

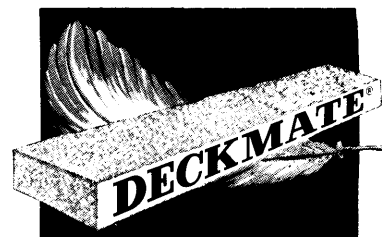
The third and fourth paragraphs, in effect, comprise a definition of the practice of architecture. The last two paragraphs of this Section regulate the practice of landscape architecture and in the second draft of the statute will be amended to permit architects to practice "such landscape architecture as is incidental to their architectural work."

Sections 467.10 through 467.12 cover the required maintenance and posting of certificates to practice and admission to practice without examination. The annual registration fee can, at the Board's discretion, be increased to a sum not to exceed \$50.

The principal provision of Section 467.13 stipulates that no city or county shall issue an occupational license without first obtaining evidence "under the seal of the State Board of Architecture" that the applicant is duly authorized by the state to practice.

Section 467.14 remains substantially unchanged and deals with revocation of certificates, their reinstatement, the necessary procedures, etc.

Section 467.15 requires the use by architects and landscape architects of their professional seals and prohibits the application of their seals to work not produced under their responsible supervision. In the second draft (currently under study) of the proposed new statute, still another step toward professional practice of architecture upgrading the ethics and standards of is being taken by requiring adherence to certain of the "obligations of good practice" and "mandatory standards" of the American Institute of Architects. Both Alabama and South Carolina laws follow a similar course, and there are any number of other professional fields—law, for example—where ethical practice requirements are written into the regulatory statutes. The public has a right to expect not only competent, but ethical practice by any registered professional person. Certain basic standards of conduct should be mandatory to insure a minimum level of practice where the professional's status as an unprejudiced and honest advisor to his client cannot be easily compromised.



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Sections 467.16 through 467.18 remain substantially unchanged.

In conclusion, it might be well to include a few relevant reflections upon the guiding principles which should permeate any effort at writing or modernization of law. First, although with justification we may say that *"that which is indisputably right is right,"* yet we must ever be mindful that the justifiable, but nevertheless potent police powers of the state, in pursuit of protecting the public welfare, can in the wrong hands be used to produce precisely the reverse result, and in the process deny many of our basic Constitutional and human rights.

Second, if we perceptively observe the world around us, it is immediately obvious that the degree of public respect for, and compliance with, any law is primarily dependent upon the degree to which the law appears reasonable and logical to the majority and, inseparably therefore, the extent to which this majority is well-educated and adequately informed of the public need which inspired the law. To the extent that a law is either unenforceable or unenforced, it is detrimental to the public interest in that it encourages disrespect for, and evasion of, the law. This in itself is reason enough for the periodic review and revision of all law.

Third, and last, our laws—and, in fact, the written word—can go only so far in resolving those differences which inevitably arise in the increasingly complex affairs of men. Within reason we should always seek the absolute, but in the realm of design for human environment—as is typical in other fields—there are bound to be nagging grey areas of overlapping spheres of interest and practice. These areas will still persist, or under time-induced change, others will take their place, when all now living are gone from this earth.

In any event, the very best law can, under unethical, unfair or unenlightened enforcement, be used not to stimulate superiority, but to maintain mediocrity. And so, in the final analysis, after we have done our best at legislating, we must still constantly strive for ever-better performance levels, self-education, public education, communication and—perhaps most important of all—more harmonious and considerate human relations.

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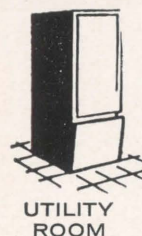
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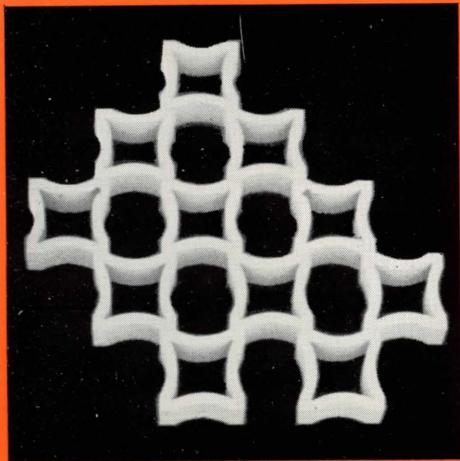
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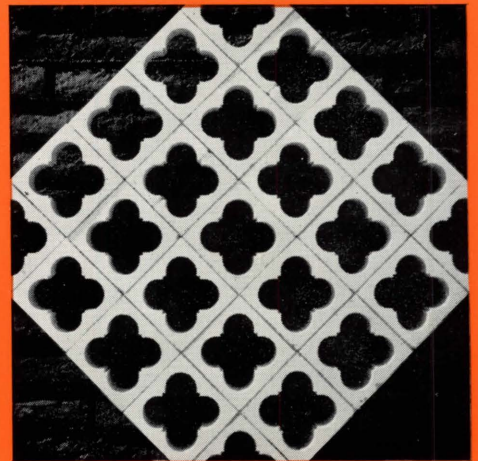
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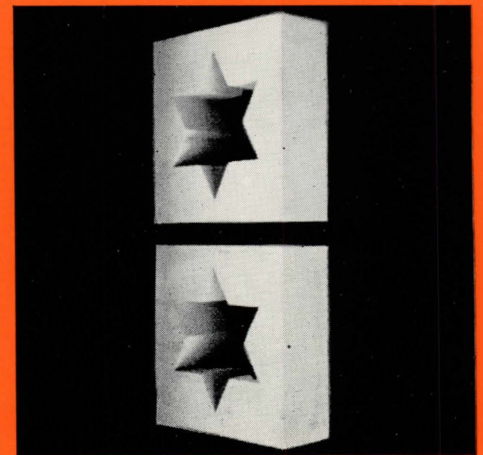
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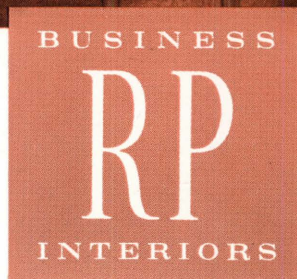
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